

ATTITUDE TOWARDS ENTREPRENEURSHIP AMONG THE STUDENTS OF BUSINESS STUDIES IN DINDIGUL DISTRICT, SOUTH INDIA

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ABSTRACT

Attitude can be understood as a subjective feeling one individual has towards persons, thing or an activity. Attitude can also be defined as the extent or level to which an individual like or dislike towards something. Attitude is defined as the tendency to act in response in a favourable or unfavourable behaviour with respect to a place, persons or an activity (Ajzen 1987). According to Allport an attitude is a psychological neural state of readiness that is prearranged through familiarity put forth a dynamic influence upon the individual's response to a place, persons or an activity. Simpson and Oliver (1990) defined attitude as emotional inclination in reaction to interaction, persons, place, events or thoughts. According to Hawkins (1983) Entrepreneurship has got hold of an extraordinary implication in the background of economic and industrial development in the swiftly changing economic and cultural environment in developing countries like India. (K. D. Balaji, Dr. V. M. Shengaraman, 2013). As we all known that India is a labour concentrated country, where the supply of labour is more than the demand of labour. The entrepreneur can use this as the strength and can start his business that can pave way for solving the unemployment problem and in turn would direct the economy for sustainable development of the country. In spite of the intensification of various financial support provided by the financial institution and government schemes, the present future generation does not desire to use these opportunities to become entrepreneur. (Samuel Thavaraj).

Hence an attempt was taken by the researcher to identify the level of attitude towards entrepreneurship among the post graduate business studies students. In Dindigul district, four colleges were randomly chosen for the study through lot and the final year post graduate students studying M.B.A., M.Com., M.Com (C.A.), M.A. (Economics), M.F.T form the population of the study. Structured questionnaire was used to collect primary data. The findings of the study reveal that the female students are having more inclination towards starting their own business when compared with the male students of business studies.

KEYWORDS: Entrepreneurship, Dindigul District, Economic & Industrial Development

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INTRODUCTION

In India, majority of the workforce are engaged by the small scale industries and within this total we can also observe that more than half the workforce is self-employed. Entrepreneurship can be approached as a medium for providing better employment to the youth of our country. The predicament of joblessness cannot be overcome unless the educated and talented youth are motivated from their schooling level to take up entrepreneurship oriented activities in the future as their career prospects. Entrepreneurship is receiving increasing concentration in

our present situation, as entrepreneurs are key social agents involved in economic progress (Jorge López Puga and Juan García García 2012). The study of entrepreneurs has challenged the social sciences for the past few decades because as noted by Rogoff and Lee (1996), “its impact is observable”. The Entrepreneurial efficiency and the difficulties are explained through Social Cognitive Theory (Thavaraj, Samuel and Varghese, Reney P). The perception towards an entrepreneur is that a person who involves himself in setting up an industry or providing services. He gives the impression of being as a person who evaluates the need of the customer and designs a product in such a way it satisfies their needs for economic gains. Entrepreneurs are normally action-oriented, highly self motivated individuals who take risk in order to reach the achievement driven goals. Thus the concept of 'entrepreneur' has received more concentration among the industrialists, academicians, general public and government across the globe.

OBJECTIVES

The primary objective of the present study is to identify the level of attitude of the business studies students towards starting own business.

METHODOLOGY

The sample design adopted for the study is convenience sampling. List of Arts and Science colleges in Dindigul district was obtained from the website of Directorate of Collegiate Education of Tamil Nadu (Directorate of Collegiate Education, Tamil Nadu, 2014). There are 16 Arts and Science colleges approved by Directorate of Collegiate Education of Tamil Nadu in Dindigul District. Out of the 16 colleges, 4 colleges were randomly chosen for the study through lot. Among the various courses offered only the final year post graduate students studying M.B.A., M.Com, M.Com (C.A.), M.A. (Economics), M.F.T in various arts and science colleges form the population of the study. The sample size was arbitrarily chosen as 200. The primary data were collected using a structured questionnaire. The courses like M.B.A., M.Com, M.Com (C.A.), M.A. (Economics), M.F.T are grouped under Business Studies category.

RESULTS AND DISCUSSIONS

For decades our country is promoting entrepreneurship among the students and the concept of startup entrepreneurs are gaining momentum in recent times. The students who have undergone studies related to the business studies such as management studies, commerce, economics etc would have an additional advantage in respect of business related knowledge and exposures to related internship and projects. When these students starts business there are more scope for running the business more effectively. But the underling question is whether they are potential entrepreneurs. The word potential entrepreneur (student) deals with the ability and the willingness of the student to become entrepreneur. Thus an initiative is taken to probe into the willingness aspects towards entrepreneurship which in turn will help our country to promote potential entrepreneurs.

The attitude towards entrepreneurship of the respondents is summated in the form of an index. It is called as Attitude towards Entrepreneurship Index (AEI). It is calculated by

$$AEI = \frac{\text{Sum of AEV}}{\text{Sum of MSAEV}} \times 100$$

Whereas

AEV – Individual Score on Attitude towards Entrepreneurship variables

MSAEV – Maximum score on Attitude towards Entrepreneurship variables

Table 1: Attitude towards Entrepreneurship Index (AEI) among the Respondents

Sl. No.	Attitude towards Entrepreneurship Index (in per cent)	Number of Respondents		Total
		Male	Female	
1.	Less than 21	7	9	16 (8)
2.	21–40	41	19	60 (30)
3.	41–60	29	21	50 (25)
4.	61–80	9	32	41 (20.5)
5.	Above 80	14	19	33 (16.5)
	Total	100	100	200

The attitude towards entrepreneurship index in the present study is confined to less than 21, 21 to 40, 41 to 60, and 61 to 80 and above 80 per cent. The Table 1 explains the attitude towards entrepreneurship index among the respondents. The dominant attitude towards entrepreneurship index among the respondents is 21 to 40 per cent and 41 to 60 per cent, which constitute 30 and 25 per cent to the total respectively. The respondents with the attitude towards entrepreneurship index of above 80 per cent constitute 16.5 per cent to the total. The dominant attitude towards entrepreneurship index among the male respondents is 21 to 40 and 41 to 60 per cent, which constitute 42 and 29 per cent to its total respectively. Among the female respondents, these are 61 to 80 and 41 to 60 per cent, which constitute 32 and 21 per cent to its total respectively. It reveals that the female post graduate students are having more favorable attitude towards entrepreneurship than the male students.

CONCLUSIONS

From the findings of the above study we can observe that the dominant attitude towards entrepreneurship level among the respondents is 21 to 40 per cent, which constitute 30 per cent to the total respectively. It also reveals that the female post graduate students are having more favorable attitude towards entrepreneurship than the male students. As the study indicates that the female students have more potential towards starting own business, the government and various financial institutions has to capitalize on this aspects and to promote women entrepreneur in order to empower women in India.

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